3 Manifestos and 1 Question
Practical Proposals
19

3 Areas and 2 Frameworks
Working Groups
6

From our 3 Campuses
Selected Participants (out of 70)
35

SDGs @ uoF
Advancing
University for the Society 5DcS

Step 4: 12:10 PM

Step 3: 11:40 AM

Step 2: 11:20 AM

Step 1: 10:55 AM

Student Engagement

Optional: Consider FRAMEWORK #1 as a guide for university scenarios.

Persons would necessarily interact in university settings with good 5dc practices.

Established, participants should develop four scenarios describing how student

persons are

students involved in your group's targets (step 1). Next: once persons are

participants create at least four persons to represent the different types of

human-centered design (using TOOL #1)

Linking Targets to UFT

Using FRAMEWORK #1, participants link TARGETS to the core functions of

TARGETS (trying to cover as many as possible).

Participants review and discuss the meaning of the Economy 5Dcs and their

Understanding Economy 5Dcs and Targets
At the core of this framework is the 17 SDGs, which we are designing for.

**Partnerships**
- How can universities collaborate with other stakeholders to achieve the SDGs?
- How can partnerships influence policy and practice?

**Governance**
- How do governance structures and policies support the SDGs?
- How can universities contribute to shaping these structures?

**Operational Innovations**
- How do operational innovations and new technologies support the SDGs?
- How can universities integrate these innovations into their operations?

**Learning & Teaching**
- How do learning and teaching practices contribute to achieving the SDGs?
- How can universities develop curricula that align with the SDGs?

**Research**
- How does research contribute to solving global challenges related to the SDGs?
- How can universities ensure that their research is impactful and relevant?

**Outreach**
- How can universities engage with local communities and international partners to advance the SDGs?
- How can outreach programs contribute to sustainable development?

**Research Framework**

University contributions to the SDGs
University Engagement in the SDGs

How the SDGs help UoN

UoN has a critical role to play in local, national, and global well-being.
# Creating Personas & Scenario Planning

Teams can select which tools are most appropriate to help them generate more innovative, holistic design thinking.

**Creating Personas**

In user-centred design, personas are fictional characters created to represent the different user types within a target demographic that might use a service or product. Each persona assumes the attributes of the social group it represents: from social and demographic characteristics, to personal needs, desires, habits and cultural backgrounds.

**Scenario Planning**

While a persona characterizes a user’s needs, goals, and motivations, scenarios are used to animate the persona through a realistic, yet fictional event that places the designers in the world of the user. Scenario planning in design practice refers to the creation of a hypothetical narrative illustrating an event or series of events. A scenario tells us WHY users need a design, WHAT users need the design to do, and HOW they need the design to do it.
come up with dinner party ideas.

work but also at home. For example, to
and we use them all the time, not only at
new ones. They are extremely versatile.
have, mindmaps help to generate wildly
help capture the thoughts you already
help you capture the thoughts you already
of new insights, and communicate your
patterns, explore a subject. Come up with
oversee their evolution so you can come back in search
Mindmaps are a powerful way to

FAR OUT

MINDMAP

Sketch each idea should be accompanied by a
large type, no more than 5 words per idea.
Each group number while they are in
Generate 10 ideas in 10 minutes. Have

100X10 IDEAS

generate more innovative, holistic thinking.

Brainstorming Techniques & Tips

Teams can select which tools are most appropriate to help them

Tool